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Automotive News

Detroit, August 18, 1980

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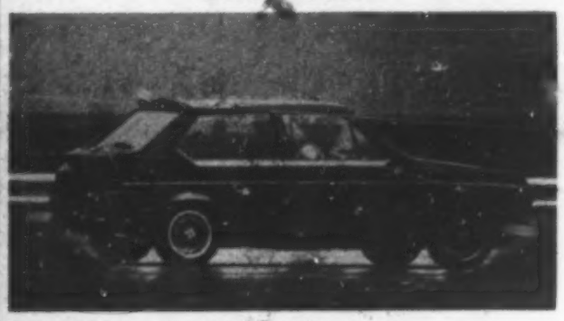
Future Fiat



Sportier version of Fiat Ritmo

Two more versions of the Fiat Ritmo are on tap — the Ritmo Abarth, above, and the Ritmo Super 85. The Ritmo Abarth features big front and rear spoilers, additional instrumentation and high performance.

breaking news

'81 introduction dates firmed up

DETROIT. — Domestic manufacturers have decided on dealer introduction dates for their 1981 models. The schedule looks like this: General Motors and American Motors dealers will introduce their '81 lines Sept. 25; Ford Motor Co. on Oct. 3. Chrysler Corp. has set an Oct. 2 date for the new K-cars, the Plymouth Reliant and the Dodge Aries, with the others scheduled to bow Oct. 16.

GM stretching oil-change for diesels

DETROIT.—General Motors will extend the oil-change interval required on its diesel cars and light trucks to 5,000 miles from 3,000 miles with introduction of '81 models. Improved valve train design makes the longer period possible, one oil man said.

Romanians remodel Iranian plants

TEHRAN.—Production engineers from Romanian auto plants will be in charge of remodeling the former General Motors factory of Iran National Motor.

VW plans diesel vans, wagons

WOLFSBURG, West Germany.—At the end of this year, Volkswagen will begin production of diesel-powered light vans and wagons. The engine is the 50-horsepower, 1,600-cc, four-cylinder Golf Diesel, installed transversely in the rear and tilted backward.

It seeks to expand dealership holdings

Hong Kong firm sells cars in U. S.

By John A. Russell
New York Staff Writer

NEW YORK.—A multimillion-dollar trading company with home offices in Hong Kong is actively looking to expand its automotive operations in the U. S.

But the movement into the U. S. auto market is taking a different tack for Dah Chong Hong Trading Corp., based in New York.

It currently controls the operations of three dealerships and, according to Sau Wing Lam, president of Dah Chong, there have been exploratory talks with both domestic and import auto makers to obtain franchises.

Dah Chong first became active on the U. S. auto scene in 1977 when it assumed the management of Gardena Honda Automobiles in Gardena, Calif. Since then, it has expanded to include Paramus (N. J.) World Motors, Inc., and Manhattan Honda early this year.

Lam would not reveal which companies Dah Chong has been in contact with, only that his company would like to expand its auto operations in the U. S.

While owning or operating several dealerships is nothing new in the U. S., it is unusual that a corporation would be involved in this business—a corporation, that is, whose sources of income are not confined to automotive areas.

To Dah Chong, this is only one aspect of its overall import/export business. Food, housing/real estate, transportation and until recently wearing apparel

Continued on Page 50, Col. 3

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1.5 million on hand; 72-day supply

New-car stock reduced

By Richard A. Wright
Assistant Managing Editor

A combination of production shutdowns and marketing efforts aimed at moving out the bigger cars resulted in a hefty cut in the domestic new-car inventory during July.

The industry opened August with a 72-day supply compared with an 80-day stockpile a month earlier. A year ago, the industry had a 73½-day supply on Aug. 1.

This year's Aug. 1 stockpile totaled 1,506,681, down from 1,627,857 units on July 1. A year ago, the industry had 2,026,315 new cars in stock on Aug. 1, the most it has ever had on that date.

Obviously, much of the stock reduction in July was the result of production cutbacks. But marketing efforts to move the big cars also seem to be having an effect. In fact, supplies of standard and luxury cars were lower Aug. 1 than subcompacts, compacts and intermediates.

All the domestic makers except Volkswagen of America trimmed their inventory unit counts during July and all of them were at lower days-supply levels Aug. 1 than they were a month earlier.

General Motors had a 67-day supply Aug. 1, down from 75 days a month earlier. Stocks of X-body cars were healthy. In the case of Oldsmobile, the Omega supply was higher than that of its standard 88 and 98 models. In fact, the leanest supply of any GM car was the 39-day stock of Olds 98s.

Ford Motor Co. sliced deeply into its unit count during the month to trim its supply figure from 82 to 81 days. At Ford the pattern of large cars in shorter supply than small was even stronger, with Lincoln the leanest at 40 days.

Chrysler Corp. had a 106-day supply Aug. 1, compared with 113 days a month earlier. American Motors' stockpile of new cars dropped from 102⅓ to 87 days during July.

VWoA was the only maker to boost its unit count during the month as its supply continued to be relatively lean at 34½ days. Despite the unit count boost, this was down from 39 days a month earlier.

The Aug. 1 domestic new-car inventory was divided this way: GM, 59.46 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 13.73 percent; AMC, 2.37 percent, and VWoA, 1.68 percent.

A month earlier, the new-car

Continued on Page 49, Col. 4

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Aug. 1, 1980	July 1, 1980	Aug. 1, 1979
Spirit	95	110½	41½
Concord	81	78	58
Eagle	98	167	—
Pacer	21	83	132
AMERICAN MTRS.	87	102½	55
Horizon	94½	134	37
Volare	113½	126	103
Gran Fury	32½	73½	24
Plymouth	94	124½	76½
LeBaron	136½	133	161
Cordoba	144	148	233
Chrysler	107	99	140
Chrysler	132	129	168
Omni	92	126	36
Aspen	111	122	116
Diplomat	143½	145	186
Mirada	141½	144	178½
St. Regis	67	65	157
Dodge	106	122½	100
CHRYSLER CORP.	106	113	106
Pinto	127	81	59
Mustang	70	79	54
Fairmont	78	72	63
Granada	84	80	100
Thunderbird	88	122	115
Ford	50	68	110
Ford	84	84	81
Bobcat	126	123	56
Capri	72	77	54
Zephyr	92	98	94
Monarch	69	81	117
Cougar XR-7	86	104	135
Mercury	52	69	85
Mercury	79	89	90
Versailles	49	70	108
Lincoln	40	74	118
Mark VI	48	75	135
Lincoln	47	74	123
FORD MOTOR CO.	81	82	85
Skyhawk	64	58	41
Skylark	55	50	11
Century	64	72	75
Regal	79	118	51
LeSabre	76	86	87½
Electra	79	97	138
Riviera	66	78	48
Buick	69	84	60
Seville	94	109	107
Cadillac	56	81	88
Eldorado	64	71	51½
Cadillac	63	82	83
Chevette	71	65	25
Monza	58	64	24
Citation	47	50	21½
Camaro	76½	92	61
Malibu	85	85	69
Monte Carlo	83	108	91
Chevrolet	86½	103	127½
Corvette	55	60	45
Chevrolet	70	76	64
Starfire	51	58	22
Omega	46	54	18
Cutlass	70½	52	59
Supreme	60½	67	59
Olds 88	45	60	75
Olds 98	39	62	99
Toronado	62	68	45
Oldsmobile	57	60	61½
Sunbird	55	66	19
Phoenix	53	57	19½
Firebird	81	76	82
LeMans	89	89	90
Grand Prix	88	99	83
Pontiac	72	72	120
Pontiac	71	76	76
GENERAL MOTORS	67	75	66
VOLKSWAGEN	34½	39	16
TOTAL CARS, U.S.	72	80	73½

Import dealership total down 220 for 1st half

By Kathleen Hamilton
News Editor

The U. S. lost a total of 220 import-car dealerships during the first six months of 1980, and the massive closings of domestic-car deals were to blame.

As reported last week, 930 domestic-car deals folded during the first half—more than ever recorded during the 20 years Automotive News has been making its semiannual census.

So it comes as no surprise that many of those domestic deals took down with them their franchises for captive imports—cars built by companies owned at least in part by a U. S. firm and whose U. S. distribution is controlled by the U. S. firm.

Ford dealers handling the German-built Fiesta decreased by 277. The number of Dodge dealers handling the Mitsubishi-built Colt and Challenger fell by 169. And Plymouth dealers handling Mitsubishi's Arrow and Sapporo decreased by 125.

Offsetting those losses to some degree was Renault's phenomenal addition of 428 franchises, the result of its marketing agreement with American Motors. Renault's franchise total of 1,157 U. S. dealers broke its old franchise high of 824, set in January, 1960. (Renault is not considered a captive in this tabulation.)

• Each of the five non-captive Japanese makes expanded its network to a record number of dealerships at midyear. This is the second consecutive census in which the five set new highs.

BMW was the only other import to beat its old record; its 359 deals topped its January, 1980, record by four.

Jaguar Rover Triumph's introduction of the Rover to the U.S. market added another 108 franchises to the import total this July. Other makes to gain franchises during the first half of 1980 were Datsun, up 27; Honda, up 20; Toyota, up 17; Subaru, up 7; Lotus, up 6; BMW, up 4 as noted, and Maserati, Mazda and Peugeot, each up one.

Even the losses among the

Continued on Page 49, Col. 1

Decline caused by closings of domestic deals with captive-import franchises

220 fewer import dealers counted

Continued from Page 1

non-captives were minor in comparison to those of the captives. Fiat and Alfa Romeo lost the most — 24 each — and TVR halted U.S. importation, for a loss of 21 franchises.

In total, there were 87 fewer import-car franchises in the U.S. on July 1 than there were on Jan. 1. But dualing was more prevalent, and fewer dealerships at midyear were carrying a single import line—as a captive or an exclusive import make, for example. So the actual number of outlets carrying imports fell by even more than the franchise decline.

• The July 1 import outlet total of 16,747 was a drop of 220 from the revised Jan. 1 total of 16,967. It was the lowest total since July, 1977.

Import-only duals were up 73 since the start of the year. British, German, Italian and Swedish non-captive imports were more likely to dual with other imports in the July 1 census.

Japanese and French non-captive imports were most frequently dualed with U.S. makes. The number of dealerships handling both domestics and non-captive imports increased by 362, to the highest level in 20 years.

Japanese makes showed the greatest increase in the number of exclusives—their 2,008 single-line outlets represented an increase of 69 in the first half. German-import exclusives increased by 9 to 498.

Biggest gainer in exclusive deals was Honda, up 42 to 275. Toyota added 12, for a midyear total of 700. Datsun added 11, for 640. VW exclusives were up 4 to 350; Subaru, up 3 to 294; Mercedes, up 3 to 71; BMW, up 2 to 77, and Mazda, up 1 to 99.

Italian makes lost the most exclusives—69—and Fiat turned in the greatest share of that loss, as its single-line total fell 58, to a total of 83.

The French auto maker Renault lost a total of 23 exclusives from the Jan. 1 estimate, again a part of its marketing link with AMC. Exclusive Swedish and British-car dealerships were each down five.

Despite the captives' losses, they maintained the most franchises. Fiesta, Colt/Challenger and Arrow/Sapporo retained the top three spots, respectively, as they have done since January, 1978.

Mitsubishi's combined network of 4,106 Dodge and Plymouth dealers falls short of the Ford Fiesta's 5,204. But the Chrysler Corp. captives still make up nearly half the U.S. dealerships handling Japanese makes.

Renault zoomed from No. 10 in franchise holdings to No. 4 this census. Big 10 was rounded out by Datsun, Toyota, VW, Honda/Mazda (tied) and Subaru, in that order.

By country of origin, Japan and West Germany retained their one-two ranks in the number of U.S. franchises.

They were followed by France, Great Britain, Italy and Sweden. At the start of the year, the order was Italy, Great Britain, France and Sweden.

Japanese makes held 41.4 percent of the U.S. import franchises; German makes, 37.5 percent; French, 7.0 percent; British, 5.6 percent; Italian, 5.0 percent; Swedish, 3.4 percent, and miscellaneous, 0.1 percent.

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1980.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1968	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1979	17,114
July 1, 1979	16,772
Jan. 1, 1980	16,967
July 1, 1980	16,747

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IMPORT FRANCHISES

	July 1, 1980	Jan. 1, 1980
JAPAN	8,546	8,758
Challenger/Colt	2,061	2,230
Arrow/Sapporo	2,045	2,170
Datsun	1,096	1,069
Toyota	1,079	1,062
Honda	760	740
Mazda	760	759
Subaru	745	738
WEST GERMANY	7,745	8,025
Fiesta	5,204	5,481
Volkswagen	1,015	1,015
Audi	435	438
Mercedes-Benz	406	409
BMW	359	355
Porsche	326	327
FRANCE	1,453	1,024
Renault	1,157	729
Peugeot	296	295
GREAT BRITAIN	1,154	1,092
MG	347	358
Triumph	332	342
Jaguar	260	269
Rover	108	0
Rolls-Royce	64	64
Lotus	26	20
Aston Martin	17	18
TVR	0	21
ITALY	1,034	1,096
Fiat	616	640
Alfa Romeo	205	229
Lancia	155	170
Ferrari	37	37
Maserati	21	20
SWEDEN	710	724
Volvo	406	408
Saab	304	316
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,667	20,754

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IMPORTED-CAR RETAIL OUTLETS

	July 1, 1980		Jan. 1, 1980	
Imported cars only				
Exclusives	2,848		2,872	
Duals	1,738		1,665	
		4,586		4,537
Import-domestic duals				
U.S. duals with captive imports	9,310		9,881	
U.S. duals with other imports	2,851		2,549	
		12,161		12,430
Total imported-car outlets		16,747		16,967

Captive import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow and Sapporo.

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Number One in the East

Maplewood Peugeot, Maplewood, N. J., was Number One in sales in June in Peugeot's Eastern zone. Bob Atanasov, center, owner, is congratulated by, from left: E. R. Yuneman, Peugeot Eastern zone sales supervisor; Lew Shropshire, Eastern zone manager; Richard Heicklen, Maplewood Peugeot manager, and Howard Lane, Peugeot district sales manager.

New-car inventory is sliced to 1.5 million; 72-day supply

Continued from Page 1

inventory was divided this way: GM, 58.23 percent; Ford Motor Co., 24.67 percent; Chrysler Corp., 12.80 percent; AMC, 2.77 percent, and VWoA, 1.53 percent.

• By size class, supplies in every segment were down Aug. 1 from a month earlier, but the bigger cars were down more than the small.

The industry had a 73-day supply of subcompacts, down from 76 a month earlier, and a 69-day supply of compacts, down from 74 days. The 81-day stockpile of intermediates was down from 91 on July 1.

Luxury cars were in 59½-day supply Aug. 1, down from 77 days, and standards were sufficient for 85 days, down from 79.

The Aug. 1 inventory was divided this way among the size classes: Subcompact, 20.66 percent; compact, 26.35 percent; intermediate, 33.30 percent; standard, 14.52 percent, and luxury, 5.17 percent.

• The Aug. 1 days-supply figures by market class were:

Subcompact — Rabbit, 34½; Starfire, 51; Sunbird, 55; Monza, 58; Skyhawk, 64; Chevette, 71; Omni, 92; Horizon, 94½; Spirit, 95; Bobcat, 126, and Pinto, 127.

Compact—Pacer, 21; Omega, 46; Citation, 47; Phoenix, 53; Skylark, 55; Mustang, 70; Capri, 72; Camaro, 76½; Fairmont, 78; Firebird, 81; Concord, 81; Zephyr, 92; Eagle, 98; Aspen, 111, and Volare, 113½.

Intermediate—Supreme, 60½; Century, 64; Granada, 67; Monarch, 69; Cutlass, 70½; Regal, 79; Monte Carlo, 83; Malibu, 85; Cougar XR-7, 86; Thunderbird, 88; Grand Prix, 88; LeMans, 89; LeBaron, 136½; Mirada, 141½; Diplomat, 143½, and Cordoba, 144.

Standard — Gran Fury, 32½; Olds 98, 39; Olds 88, 45; Ford, 50; Mercury, 52; St. Regis, 67; Pontiac, 72; LeSabre, 76; Electra, 79; Chevrolet, 86½, and Chrysler, 107.

Luxury—Lincoln, 40; Mark VI, 48; Versailles, 49; Corvette, 55; Cadillac, 56; Toronado, 62; Eldorado, 64; Riviera, 66, Seville, 94.

truck industry news

Total is below 20 pct. for second straight month

Sales slump eases again in July

Retail sales of new trucks of all types in the U. S. continued on the down side in July, but for the second straight month the rate of decline was lower than for any month since last September.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed 233,599 units, a decline of 16.2 percent below last year's 278,685. In June, the total was off 17.4 percent from the count for June, 1979.

The July total included 26,444 non-captive imported compact pickups (Datsun, Toyota and Mazda), up 18.2 percent from the year - earlier 22,369 units.

The Motor Vehicle Manufacturers Assn. estimated that domestic dealers and factory outlets sold 207,155 units during the month, including the captive compact pickups, down 19.2 percent from last year's 256,316.

For the January-July period, total sales were estimated at 1,572,799 units, a decline of 27.3 percent from the 2,162,090 retailed in the same period in 1979.

Of the total for the seven months, 162,459 were non-captive pickups, an increase of 11.6 percent over last year's 145,509.

MVMA's preliminary report put the seven-month count, including captive imports, at 1,410,340, off 30 percent from the previous year's 2,016,581.

Sales of compact pickups in July were 19.6 percent higher than a year ago, from 40,372 to 48,282 units. It marked the first time since April that 1980 sales of the smaller vehicles had exceeded those in the comparable month in 1979.

Seven - month sales of these trucks totaled 318,030 units, an increase of 10.1 percent over the year - ago 288,765. The Ford Courier and the Chevrolet LUV compacts were the only nameplates with a lower volume this year.

The number of unsold trucks in retailers' hands on Aug. 1 was down 48.8 percent from last year, 555,208 versus 1,043,764, according to MVMA estimates. The totals were down in all three market segments.

Going into August, there were 466,139 light trucks in inventory, a decline of 50.4 percent from the year-ago 939,809. Mediums were down 30.5 percent, from 48,609 to 33,785, while the heavy-truck count was down less than 100 units, 55,284 versus 55,346 in 1979.

Big Three dealers retailed

Table on Page 54

183,272 units during the month, a decline of 22 percent from last year's 235,044. The seven-month total of 1,264,268 sales was off 32.5 percent from the 1,872,997 units retailed in the same period in 1979.

Ford regained sales leadership in July as its dealers outsold Chevrolet by almost 10,000 units. Through July 31, Ford sales totaled 495,062, compared with 485,550 for Chevrolet.

During the month, Ford dealers retailed 76,083 units, down 19.5 percent from last year's 94,-

Continued on Page 54, Col. 3

Rate of decline lowest since September, 1979

Truck sales slump eases in July

Continued from Page 8

531. The count included 6,716 Couriers, compared with 6,358 a year ago.

Ford's seven-month total was 32.2 percent under the year earlier 730,435. Through July 31, dealers had sold 46,793 Couriers, down from the 49,257 retailed in the like period a year ago.

Chevrolet dealers sold 63,125 vehicles in July, a decline of 31.7 percent from last year's 92,401. The total included 6,581 LUV compact pickups, down from last year's 7,456.

Through July, Chevrolet sales totaled 485,550 units, down 33.3 percent from the 728,145 retailed in the same period in 1979. Included were 54,302 LUVs, compared with 63,933 a year ago.

Chrysler's July sales trailed the year-earlier total by only 3.2 percent, 24,782 versus 25,603. The month's count included 4,246 Dodge D-50 compact pickups and 1,624 Plymouth Arrow compact pickups, compared with 2,912 and 1,277, respectively, last year.

• For the seven months, however, Chrysler sales were off 31.9 percent, from 236,926 in 1979 to 161,413 this year. The total included 26,634 Dodge D-50s and 12,075 Plymouth Arrows, up from last year's 20,615 and 9,451 respectively.

In July, GMC dealers retailed 19,282 units, down 14.3 percent from the year-ago 22,509. The January-July total was 31.1 percent lower than the 1979 count, from 177,491 units to 122,243.

American Motors reported that July was the best month for Jeep sales since last February. Dealers sold 7,822 of the four-wheel-drive units during the month, down 19.8 percent from last year's 9,833 but 14.3 percent higher than June's 6,894.

Over the seven-month span, Jeep dealers sold 49,444 units, a decline of 41.6 percent from the year-earlier 84,617.

Mercedes Benz of North America, the leading importer of Classes 6 and 7 mid-range diesel trucks in the U. S., said its dealers sold 336 units in July, up 9.1 percent over last year's 308. The seven-month total was up 14 percent over a year ago, 2,223 versus 1,950.

Volkswagen dealers retailed 2,671 of the Rabbit-based compact pickups during the month, and the total through July 31 climbed to 15,767.

• A record 14,365 compact pickups were sold by Toyota dealers in July, an increase of 18.8 percent over last year's 12,096, the previous high for the month. For seven months, the total was 19.5 perecnt higher than a year ago, 86,467 versus 72,382.

July also was a record month for Datsun. Dealers retailed 11,271 vehicles, an increase of 19 percent over the year-earlier 9,468. The seven-month total was up 4.1 percent, from 67,785 in 1979 to 70,546.

In July, Mazda dealers sold three more units than they did in the same month a year ago, 808 versus 805. Over the seven-month period, they retailed 5,446 units, a 2 percent increase over last year's 5,342.

Big Three July, year-to-date truck sales

	July		Year to date	
	1980	1979	1980	1979
Ford				
Vans	8,079	14,116	63,952	112,570
Club Wagon	1,909	2,928	15,569	26,147
Courier	6,716	6,358	46,793	49,257
Bronco	5,394	4,314	26,339	40,308
Conventional pickups	47,083	57,793	299,204	441,695
Mediums	5,466	6,813	33,948	45,932
Heavies	1,436	2,209	9,257	14,526
Chevrolet				
Vans	7,454	15,435	57,793	110,025
Sportvan	1,693	2,719	11,486	20,193
LUV	6,581	7,456	54,302	63,933
El Camino	3,644	5,349	25,051	30,394
Blazer	2,404	3,819	18,982	36,145
Suburban	2,544	2,929	14,910	26,754
Conventional pickups	35,978	50,455	282,866	413,255
Mediums	2,626	3,860	18,683	25,207
Heavies	201	379	1,477	2,239
Chrysler				
Vans	7,339	7,323	44,492	75,418
Voyager	749	866	4,476	6,181
Sportsman	2,239	2,730	14,509	20,173
Arrow	1,624	1,277	12,075	9,451
D-50	4,246	2,912	26,634	20,615
Trail Duster	198	251	2,292	3,275
Ramcharger	459	615	5,052	9,029
Conventional pickups	7,928	9,629	51,883	92,784
GMC				
Vans	2,114	3,348	14,604	26,275
Caballero	446	585	2,749	3,962
Jimmy	651	707	3,943	7,469
Suburban	615	570	3,073	4,955
Conventional pickups	10,023	12,804	85,245	99,487
P models	365	429	2,526	3,353
Mediums	2,724	2,372	16,164	18,292
Heavies	2,344	1,671	12,939	13,352
Motor homes	.....	23	.....	348

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Automotive News EXTRA

August 18, 1980

MARKETING: '81

Chrysler cuts budget

Causes industry ad total to fall

By Joseph Bohn
Marketing Editor

Detroit's auto makers continued to advertise heavily in calendar 1979, though expenditures were not quite as high as the year before.

Chrysler's problems, which led to a sharp cutback in its budget, pulled industrywide advertising and sales promotion expenditures down 1.08 percent in 1979.

On a combined basis, General Motors, Ford Motor, Chrysler Corp. and American Motors still spent $701,007,500, down from $708,690,500 in 1978, according to Advertising Age.

GM, Ford and AMC outlays were all up. But they failed to offset the big 37.58 percent reduction in Chrysler's ad and sales promotion spending.

Chrysler's budget, however, had been unrealistically high, given its share of domestic vehicle sales. The company, for example, had accounted for 26.66 percent of the money spent out of Detroit in 1978. By trimming its budget in 1979, Chrysler still accounted for 16.84 percent of domestic expenditures and restored its budget to a more practical level.

Altogether, Chrysler spent $118,000,000 in 1979 compared with $188,900,900 a year earlier.

General Motors, by contrast, increased its expenditures to $323,395,900, according to Ad Age, up 21.42 percent from $266,346,000 the year earlier. In doing so, GM accounted for 46.13 percent of industry expenditures against 37.58 percent in 1978, when Chrysler was a more active advertiser.

Ford Motor's expenditures rose a modest 2.38 percent, obviously not enough to offset inflationary costs in media. That meant Ford was doing the same job, with relatively fewer dollars. The company spent $215,000,000, up from $210,000,000 the previous year.

It accounted for 30.67 percent of industry expenditures against 29.63 percent the year earlier.

American Motors, too, kicked up its ad and sales promotion budget last year by a modest 2.69 percent. AMC's total outlays amounted to $44,611,600 against $43,444,500 a year earlier.

It accounted for 6.36 percent of the money spent by the major domestic manufacturers against 6.13 percent in 1978.

GM's media breakdown

Of its total companywide expenditures, which include supplier divisions and all other activities, GM again spent a little over half on network TV. The network buys amounted to $117,590,700, up from $107,826,500 the previous year.

Newspapers, including efforts on behalf of dealers, grabbed a commanding $69,870,600 share of GM's budget compared with $46,702,900 a year earlier, Ad Age noted.

Magazines were close behind, garnering $67,551,000 of the company's budget compared with $56,305,300 a year earlier. Farm publications, as a separate group, added another $2,249,000, also up sharply from $1,616,400 in 1978.

Spot TV accounted for $28,310,600, up from $25,073,100.

Spot radio added $24,858,700 to GM's total budget, up from $20,202,000.

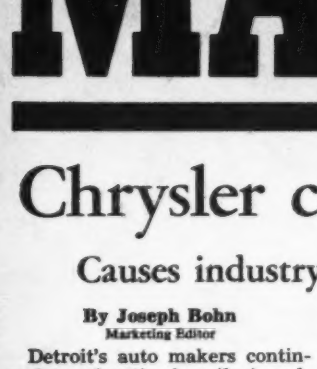
Network radio showed by far the biggest jump. GM spent $8,517,100 in network radio, up from $3,171,700 in 1978.

Finally, outdoor advertising added $4,447,800, down from $5,448,100 in 1978.

Among the six GM vehicle divisions, network TV advertising amounted to $112,246,700, up from $95,225,500 in 1978. Newspapers accounted for $68,760,700, up from $45,885,700. Magazines added $65,165,100, up from $53,933,300. Spot TV added another $28,068,100, up from $23,415,300. Spot radio accounted for $23,938,800, up from $19,455,500. Finally, outdoor added $3,520,600, down from $5,428,700.

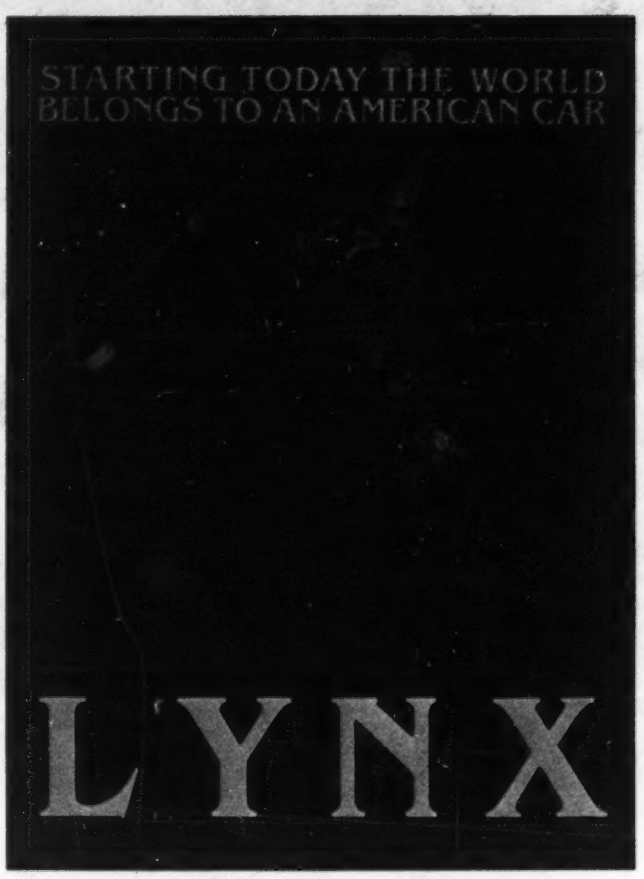
Individually, Buick spent $48,-

Continued on Page E-5, Col. 2



HIGHLIGHTS

Newspaper, billboard ads E-4
Import expenditures E-5
Sales outlook improves E-6
European advertising E-10
Luxury car ads E-12
Options marketing E-16
TV advertising E-22



The world of Lynx

Lincoln-Mercury will run a six-page magazine spectacular on the Lynx in major news weeklies, with a newsstand date of Oct. 6. The above opening page draws attention to the overall theme, "Starting today the world belongs to Lynx." Young & Rubicam is the agency.

K-car getting one-half of fall ad budget

By Joseph Bohn
Marketing Editor

Chrysler's K-bodies, introduced to Congress last year, have probably received the strongest pre-introduction buildup of any models in recent years, including the General Motors' X-bodies.

But that isn't stopping Chrysler from taking them to the American public via a very strong ad campaign, beginning in September.

There's a pre-introductory campaign, followed by a regular introduction in October, the combined weight of which will see Chrysler put more advertising/merchandising dollars behind its '81s than last year, Jack Givens, director of sales, said.

"Just about half our fall budget is going behind the 'Ks'" said Givens. "We've got a car to launch. And what we've done is budget quarter by quarter. We husbanded money in the third quarter for the pre-launch and have gone into the fourth quarter for the regular introduction.

"If you added up the total package of launch activity, it's greater than a year ago," he said.

The key thrust in the prelaunch program is "The K-cars

Continued on Page E-20, Col. 1

Ford hopes fall ad campaign will rebuff GM's J-cars

By Joseph Bohn
Marketing Editor

General Motors has some newly styled and fuel-economy-improved models this fall which, in all the hoopla surrounding Ford Escort/Lynx and Chrysler K-cars, have been almost forgotten.

Don't think GM will let the public be unaware of them for long, however.

Even though front-and-center response to Chrysler and Ford this fall, GM is not going to roll over and play dead.

Chevrolet, partially in response to Ford, is putting $5 to $6 million into a massive outdoor campaign in the top 100 markets to promote, among several models, the restyled Monte Carlo.

Similarly, Oldsmobile has planned a massive two-week radio blitz on seven major networks to talk about its restyled volume leader, Cutlass, and engineering improvements like electronic engine controls and a greater variety of smaller engines in its product line.

Throughout the GM divisions, there will be a heavy barrage of TV and magazine promotion to forestall an en masse customer defection to the competition.

But, clearly, GM's big marketing story won't come until the J-cars debut in spring.

L-M magazine splash

Meanwhile, Ford Division is billing Escort as "built to take on the world," while Lincoln-Mercury is hopeful "The world belongs to an American car . . . to Lynx."

Ford Motor's two car divisions will come out loaded for bear this fall, hoping to build a momentum that will carry them into spring and past the challenge of the new J-cars.

(Ford and L-M have new sporty versions of Escort and Lynx planned to rebuff GM's spring J-car introduction.)

This fall, though, the divisions will use a barrage of magazine and TV spectaculars, network radio — even newspapers and outdoor — for their combined assault on the American public's car-consciousness.

Both Ford and L-M will use six-page magazine spectaculars (still tentative in Ford's case) in major news weeklies to herald their new import fighters.

"Starting today the world be-

Continued on Page E-26, Col. 1

Importers have record sales in 1980

But advertising expenditures rose sharply

By Joseph Bohn
Marketing Editor

Datsun is driven, Honda makes it simple and Toyota gives a great feeling of customer satisfaction.

The messages came through loud and clear, as importers chalked up their best-ever sales year in '80.

The sales didn't come cheaply, however.

In 1979, expenditures for major importers rose sharply, reflecting the higher cost of doing business for lower-than-Detroit sales volume companies.

Toyota spent some $80,256,200 on advertising in 1979, up sharply from $64,575,700 the previous year.

Spot TV for Toyota ran at $25,539,200 last year, according to Advertising Age, up from $20,195,900 the previous year.

Similarly, Toyota's network TV increased to $21,090,000 from $15,022,600 in 1978.

Magazines continued to play a big part in Toyota's activity, however, increasing to $9,817,000 from $8,943,100 in 1978, according to Ad Age.

Similarly, newspapers took a very large $8,487,500 of the importer's budget, up from $8,367,200 in 1978.

Toyota spent a respectable $3,615,600 in spot radio as well, up from $3,351,000 the previous year.

Outdoor accounted for $1,548,800, up from $1,195,900.

Network radio added yet another $658,100, with no network radio reported in the firm's 1978 media mix.

Right behind Toyota, aggressive No. 2 Datsun spent $67,682,900 in advertising, up from $61,492,200 in 1978, Ad Age noted.

A look at some of Datsun's media changes shows that network TV, for example, jumped to $20,690,900, from $19,310,900. Spot TV dropped to $12,243,300 from $13,840,600 in 1978, according to Ad Age.

Magazines up

Magazines, however, improved dramatically, with Datsun spending $8,065,700 in the medium vs. $6,350,200 the previous year.

Likewise, newspapers took a healthy $8,392,700 of the budget against $4,365,900 in 1978.

Datsun is also a pretty heavy spot radio advertiser, spending $5,697,900 in the medium versus $7,834,000 in 1978.

Volkswagen's budget, figures reveal, didn't increase substantially in 1979. Figures as reported include Porsche-Audi Division, as well as Volkswagen.

Overall, VW spent about $56,842,100 compared with $57,000,000 the previous year. Network TV took the biggest chunk of VW's budget, some $20,496,600 against $18,769,700.

Magazines loomed as the second largest category, grabbing $13,275,300, though this represented a reduction from the $16,511,200 of the previous year.

Spot TV, the third largest category, accounted for $9,380,700, down slightly from $9,976,600 in 1978.

Newspaper took a fairly healthy $2,303,500 of VW's budget, up from $2,139,700 in 1978.

Activity in other media like spot radio and outdoor was minor, with VW, like most importers, staying out of network radio altogether.

Mazda showed up in the major automotive advertisers' category, spending $35,308,400 against $20,950,000 in 1978.

Mazda's two biggest media were network TV ($13,648,000) and magazines ($9,004,600).

Mazda has been on a remarkable recovery drive since its rotary engine cars fell out of favor a few years back, and its sales have risen considerably during the '80 model year.

Honda boosted its budget sharply last year and will do so again in '81. The company picked up football sponsorship on CBS, costing it about $5.1 million, alone.

Its 1980 calendar budget is about $24.1 million (with some revisions due), including $13 million for network TV, $8.9 million for magazine, $1.6 million for production costs and a miscellany of $600,000 for such things as the Honda Civic Golf Tournament promotion.

Joseph Haight, ad manager, said a "little bit" of money was shifted from prime time TV and a little out of magazines to

Continued on Page E-24, Col. 5

1979 direct media ad expenditures by major importers

(IN THOUSANDS OF DOLLARS)

	Magazine	Net TV	Spot TV	Newspaper	Net Radio	Spot Radio	Outdoor	Unmeasured	1979	1978
Toyota	9,817.0	21,090.0	25,539.2	8,487.5	658.1	3,615.6	1,548.8	9,500.0	80,256.2	64,575.7
Datsun	8,065.7	20,690.9	12,243.3	8,392.7	.....	5,697.9	592.4	12,000.0	67,682.9	61,492.2
Volkswagen	13,275.3	20,496.6	9,380.7	2,303.5	.....	58.0	328.0	11,000.0	56,842.1	57,000.0
Mazda	4,958.8	14,982.8	5,794.2	.....	.....	.....	72.6	9,500.0	35,308.4	20,950.0
Honda	7,400.0	11,400.0	.....	328.0	.....	80.0	.....	1,400.0	20,608.0	15,000.0
Fiat	3,000.0	4,000.0	5,000.0	1,250.0	.....	1,250.0	.....	.....	14,500.0	12,000.0
Jaguar Rover Triumph	6,000.0	5,500.0	.....	.....	.....	.....	.....	.....	11,500.0	10,712.7
Subaru	4,000.0	5,500.0	1,800.0	.....	.....	.....	.....	.....	11,300.0	10,000.0

Toyota, Datsun, Volkswagen and Mazda figures are based on Advertising Age reports. Volkswagen expenditures include Porsche-Audi.
Honda's figures are from direct company reports, and do not include motorcycle advertising which adds about $24 million more to Honda's budget.
Fiat, Jaguar Rover Triumph and Subaru figures are based on estimates from industry sources.

Detroit's ad budget down in '79

Continued from Page E-1

350,100, up from $44,252,400 the previous year.

Cadillac spent $18,035,200, up from $14,208,700.

Chevrolet spent $148,363,600 for both cars and trucks, up sharply from $116,051,100.

Oldsmobile spent $42,713,500, up from $34,090,400.

Pontiac spent $46,364,900, up from $33,544,500.

GMC spent $3,307,100, up from $3,912.3 million.

Ford's spending

On a companywide basis, Ford Motor spent $89,400,000 of its $215,000,000 total on network TV, up from $79,510,600 the previous year.

Magazines, including farm publications, added another $37,000,000 to the budget, up sharply from $25,716,600 in 1978.

Spot TV amounted to $28,600,000, down from $31,287,900.

Newspaper ads totaled $11,000,000, down from $27,209.7 million.

Spot radio totaled $9,548,000, up sharply from $6,475,000.

Total measured media for Ford Motor came to $177,000,000, against $172,038,700 in 1978.

"Unmeasured" media, accounted for another $38,000,000 in 1979.

This includes things like direct mail, shows and exhibits, catalogues etc. The outlay was up from $37,961,300 in 1978.

Strictly on a divisional basis, Ford Division car and truck advertising totaled $144,901,300, up from $142,199,200 in 1978.

Lincoln-Mercury's total was $63,208,000, almost even with $63,231,600 the previous year.

On a combined basis, Ford's two car and truck divisions spent $86,524,000 in network TV advertising, up from $75,227,000. Again, they spent $35,808,200 in magazines, up from $25,628,700. The "unmeasured" category of activity added $36,784,000, up from $37,961,300.

Spot TV added another $27,756,700 to the division's budgets, down from $31,094,600. Newspapers added another $10,622,700, down from $27,209,700 in 1978.

Spot radio cost the divisions $9,252,000 compared with $6,475,000 in 1978.

Network radio outlays totaled $1,361,300, up sharply from $530,000 in 1978.

Chrysler's outlays

Chrysler's two vehicle divisions, along with a separate corporate budget, spent $117,996,000 in advertising, down from $149,000,000 in 1978.

Dodge spent $50,746,000, down sharply from $74,600,000 the previous year.

Chrysler-Plymouth spent $57,590,000, also down sharply from $74,400,000 in 1978.

The corporate budget added another $9,660,000 in 1979, compared with zero the year earlier, according to Ad Age.

In terms of media, Chrysler's divisions, plus corporate, spent $51,174,200 in network TV, down from $59,000,000 in 1978.

Magazine advertising was $24,609,000, down from $37,000,000 the year earlier.

Spot TV ads totaled $17,249,000, down from $34,100,000 the previous year.

Spot radio accounted for $10,349,400, up sharply from $1,400,000 in 1978.

Newspapers accounted for $8,279,000, up sharply from $4,000,000.

Network radio accounted for $3,334,100, up from $1,400,000.

"Unmeasured" media advertising added $3,001,500 (all of it for dealer associations) compared with the previous year's $11,600,000 in unmeasured media.

AMC media detailed

Of American Motors' total $44,611,600 budget, nearly half was spent on spot TV in 1979. AMC spent $21,600,000 in the media, up from $11,253,900 in the previous year.

AMC also spent $15,900,000 in network TV, down from $17,932,500 in 1978.

Magazines accounted for $5,300,000, down slightly from $5,814,600.

Newspapers accounted for $1,550,000, down sharply from $7,666,900.

Outdoor accounted for $161,600, up from $18,500.

And spot radio accounted for $100,000, down sharply from $758,100.

FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.

(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured†	1979 Total	1978 Total
Buick	12,856.2	9,149.1	20,538.0	3,305.8	1,121.2	944.6	435.2	.....	48,350.1	44,252.4
Cadillac	4,968.8	4,948.2	1,911.6	4,452.1	1,406.5	348.0	.....	.....	18,035.2	14,208.7
Chev. Car & Truck	27,179.7	28,079.0	61,269.1	7,418.0	1,646.5	19,362.1	2,909.2	.....	148,363.6	116,051.1
Oldsmobile	13,205.5	10,752.3	12,027.7	4,568.3	619.1	1,441.8	98.8	.....	42,713.5	34,090.4
Pontiac	10,271.0	10,102.6	16,500.3	8,277.9	74.2	1,068.9	70.0	.....	46,364.9	33,544.5
GMC	279.5	2,133.9	.....	46.0	566.9	273.4	7.4	.....	3,307.1	3,912.3
TOTAL GM*	68,760.7	65,165.1	112,246.7	28,068.1	5,434.4	23,938.8	3,520.6	.....	307,134.4	246,059.4
Ford Car & Truck	7,396.7	24,933.2	60,245.4	19,326.7	945.3	6,442.0	.....	25,612.0	144,901.3	142,199.2
Lincoln-Mercury	3,226.0	10,875.6	26,279.0	8,430.0	416.0	2,810.0	.....	11,172.0	63,208.0	63,231.6
TOTAL FORD**	10,622.7	35,808.2	86,524.4	27,756.7	1,361.3	9,252.0	.....	36,784.0	208,109.3	205,430.8
Chrysler-Plymouth	4,032.0	11,985.0	24,922.0	8,400.0	1,624.0	3,040.0	.....	1,587.0	57,590.0	74,400.0
Dodge Car & Truck	3,552.0	10,557.0	21,954.0	7,400.0	1,430.0	4,440.0	.....	1,413.0	50,746.0	74,600.0
Corporate	695.0	2,067.0	4,298.0	1,449.0	280.1	869.4	.....	1.5	9,660.0	.....
TOTAL CHRYSLER	8,279.0	24,609.0	51,174.0	17,249.0	3,334.1	10,349.4	.....	3,001.5	117,996.0	149,000.0
AMC	1,550.0	5,300.0	15,900.0	21,600.0	.....	100.0	161.6	.....	44,611.6	43,445.0
INDUSTRY TOTAL	89,212.4	130,882.3	265,845.1	94,673.8	10,129.8	43,640.2	3,682.2	39,785.5	677,851.3	643,935.2

*—GM total expenditures in 1977 were $323,395,900, according to Advertising Age, up 19 percent from $266,346,000 the previous year. However, these included non-automotive expenditures.
**—Ford Motor's total expenditures were $215,000,000 in 1979, up from $210,000,000 the previous year. Again, non-automotive is included in that figure.
†—"Unmeasured" includes dealer association funds for Ford and Lincoln-Mercury, as well as other expenditures like sales promotion. In the case of Chrysler-Plymouth and Dodge, "unmeasured" refers solely to dealer association funds.

Ad budget up for importers

Continued from Page E-5

cover the costs of its NFL CBS package.

New advertiser

One of next year's first-time big advertisers among imports will be American Isuzu Motors, debuting its cars next March. The company has budgeted about $15 million initially for advertising and sales promotion.

Fiat, Jaguar-Rover Triumph and Subaru continue to advertise at a healthy clip, though their expenditures don't approach what the larger importers spend.

Still, relative to their sales, they spend more on a per-unit basis to move their merchandise, lacking even the economy of scale that a company like Honda, for example, enjoys.

U.S. automotive chemical aftermarket sales

(MILLION DOLLARS)

	1963	1979	1990
Auto registrations (mil)	69.0	121.5	155.0
$/Auto	10.87	23.83	42.84
Auto chemical sales	749.9	2895.9	6640
Oils, greases, fluids	290.6	1011.9	1765
Additives (fuel, oil, transmission)	31.7	224.1	695
Radiator chemicals	141.2	542.5	1215
Maintenance chemicals	102.6	414.6	1230
Paint, coatings, adhesives, sealants	150.7	563.0	1385
Appearance chemicals	33.1	139.8	350
%DIY consumption	31.2	44.6	53.0

Source: Predicasts Research Group.

Used car sales

Auction averages

August to date	$3,891
Month ago	$3,158
Year ago	$3,203

Model breakdown

Auction averages

	AUGUST TO DATE	JULY	JUNE
1980	$8,125	$5,662	$5,821
1979	4,903	4,900	4,650
1978	3,788	3,631	3,501
1977	3,220	3,046	2,981
1976	2,531	2,214	2,328
1975	1,805	1,711	1,772
1974	1,341	1,240	1,343
1973	899	968	1,084
Overall Average	$3,691	$3,280	$3,349

But year's total is 29 pct. below 1979

U. S. car production rises for week

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 68,004 increased 10.93 percent over the 61,302 assembled in the previous week.

However, last week's total was 10.56 percent below the 76,030 units built in the comparable 1979 week.

As the 1980 model year draws to a close, the year's cumulative output of 3,997,253 is a 29.76 percent drop from the 5,690,853 cars produced by this date in 1979.

American Motors assembled 4,286 autos last week, including production of its two new '81 Eagle models. AMC has 2.66 percent of year-to-date output.

Chrysler Corp., which built 500 of its new K-cars last week, produced 7,950 total units. Chrysler has 9.27 percent of the year's total.

Last week, Chrysler's Newark and Lynch Rd. points were down for model changeover. This week, only Lynch Rd. will be down. Newark is scheduled to begin production of the 1981-model Dodge Aries and Plymouth Reliant today (Aug. 18).

Ford Motor Co. produced 16,238 cars last week, including 435 Escort models and 141 Lynx units. Ford has 19.20 percent of year-to-date production.

Last week, Ford's Lorain, Chicago and Metuchen auto assembly plants were down, and Metuchen and Chicago are scheduled to remain closed this week for model changeover. Kansas City and San Jose will also be down this week.

General Motors built 35,070 autos last week and has 65.46 percent of the year's total.

This week, GM will have seven plants down for model changeover, and its St. Louis and Lakewood assembly plants will have weekend changeovers this Friday (Aug. 22).

GM's Detroit and Van Nuys points are scheduled to begin 1981-model output today (Aug. 18), and Linden is scheduled to begin production Tuesday.

Volkswagen of America assembled 4,375 cars last week, and has 3.37 percent of year-to-date production.

VWoA will close its Westmoreland point Aug. 29 for changeover and is not scheduled to resume production until Sept. 22.

Checker Motors, which resumed production two weeks ago after being closed for the month of July, has 0.04 percent of total production.

Truck production tops week ago and year ago

Truck production last week by U.S. makers of 21,864 rose 24.87 percent over the 17,509 of the previous week, and increased 12.83 percent over the 19,377 of the comparable 1979 week.

Of the General Motors plants which assemble Chevrolet products, only Chevrolet Detroit and Lordstown worked last week, assemblying 1,920 units. Chevrolet has 30.18 percent of year-to-date output.

All other Chevrolet - GMC truck assembly plants are scheduled to begin 1981-model production this week, and GMC in Pontiac will have a weekend changeover beginning this Friday. GMC has 10.59 percent of the year's total.

Ford Motor Co. has seven truck assembly plants scheduled to begin 1981-model output today (Aug. 18). Ford built 13,799 units last week and has 34.72 percent of year-to-date production.

Chrysler Corp.'s Warren truck plant assembled 150 units last week and is scheduled to work this week. Chrysler has 8.72 percent of the year's total.

American Motors' Jeep plant went back to work last week and assembled 190 units. Jeep has 5.26 percent of year-to-date output.

Mack, which was closed for vacation the week ended Aug. 9, returned to work last week and produced 500 units. Mack has 1.58 percent of the year's total.

The breakdown for the other truck makers is: International, 3.79 percent; AM Corp, 0.58 percent; miscellaneous, 2.63 percent, and Volkswagen of America, 1.95 percent.

Car, truck output in Canada trails week-ago totals

Both car and truck production by Canadian makers declined last week from the previous week.

Auto production last week of 5,938 fell 28.05 percent from the previous week's 8,253, but increased 38.67 percent from the 4,282 assembled in the comparable 1979 week.

Year-to-date car output of 552,645 is a drop of 18.87 percent from the 644,180 built by this date in 1979.

Production of 5,545 trucks in Canada last week was a decline of 2.65 percent from the previous week's output of 5,696 and was 13.45 percent below the 6,407 produced in the comparable 1979 week.

Year-to-date truck assembly of 317,512 is a 27.27 decline from the 436,547 built by this time in 1979.

American Motors' Brampton point is closed for conversion to production of Eagle and Concord models. Brampton is tentatively scheduled to begin auto production the first week of November.

Volvo has been down for vacation since Aug. 4, and is scheduled to resume full production Aug. 22. Volvo does not change over to 1981 model output until mid-September.

General Motors' Oshawa and St. Therese auto assembly plants have been down for 1981 model changeover since July 24. Line No. 1 at Oshawa is scheduled to begin 1981 model production today (Aug. 18), and line No. 2 will begin output Sept. 1. St. Therese will be closed until Sept. 25.

Weekly GM production figures can be accounted for as CKD units.

GM's Oshawa truck point and its Scarborough van plant began 1981-model output last Monday (Aug. 11).

All Chrysler Corp. assembly plants are scheduled to work this week as are all Ford Motor Co. points.

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U. S. CAR PRODUCTION

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 19, 1979	Jan. 1, to Aug. 16, 1980
AMERICAN MOTORS	4,286*	5,000*	4,286*	9,016	100,325*	106,164*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	7,950	7,155	5,510	13,460	596,482	370,365
Plymouth Total	3,450	3,781	2,683	6,133	239,828	168,948
Horizon	3,100	3,357	2,571	5,671	107,873	99,352
Volare	.....	405	.....	.....	126,439	51,740
'80 Gran Fury	.....	.....	.....	.....	.....	13,311
Caravelle	100	19	20	120	5,516	4,203
Reliant	250	.....	92	342	.....	342
Chrysler Total	1,100	184	525	1,625	126,041	49,445
Chrysler	.....	1	.....	.....	60,130	11,516
LeBaron	1,100	183	525	1,625	65,911	37,929
Dodge Total	3,400	3,190	2,302	5,702	230,613	151,972
Omni	2,600	2,643	2,079	4,679	96,028	85,741
St. Regis	.....	.....	.....	.....	19,519	10,724
Diplomat	550	139	171	721	30,324	18,306
Aspen	.....	408	.....	.....	84,742	36,899
Aries	250	.....	52	302	.....	302
FORD MOTOR	16,238	31,746	13,657	31,382	1,430,025	767,671
Ford Division	10,629	24,059	8,077	19,563	946,590	561,714
Pinto	.....	3,285	.....	.....	121,795	68,179
Mustang II/Mustang	5,036	5,209	3,682	8,718	250,291	154,020
Fairmont	2,737	4,910	2,863	6,113	135,146	154,446
Granada	741	4,172	605	1,346	105,461	50,758
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	.....	2,789	.....	.....	187,394	77,383
Ford	1,680	3,694	927	2,951	123,757	56,493
Escort	435	.....	.....	435	.....	435
L-M Division	5,609	7,687	5,580	11,819	483,435	205,957
Mercury Total	4,295	5,514	4,522	9,306	382,564	183,335
Bobcat	.....	742	.....	.....	32,701	12,445
Capri	1,541	1,650	1,830	3,371	72,789	45,262
Zephyr	1,103	882	1,083	2,416	43,882	50,232
Monarch	.....	1,168	.....	.....	47,787	16,409
Cougar/XR7	222	1,072	309	531	106,443	26,288
Mercury	1,288	.....	1,300	2,847	79,152	32,558
Lynx	141	.....	.....	141	.....	141
Lincoln Total	1,314	2,173	1,058	2,513	100,871	22,622
Lincoln	598	1,031	487	1,151	50,327	9,082
Versailles	.....	280	.....	.....	9,255	1,861
Mark VI	716	862	571	1,362	41,289	11,699
GENERAL MOTORS	35,070	28,883	33,524	79,243	3,450,029	2,616,744
Buick Division	5,628	5,905	3,477	10,233	499,980	506,171
Skyhawk	.....	186	.....	.....	15,919	.....
Skylark/'79-'80	2,094	2,812	3,477	6,380	60,866	145,035
Century	1,179	273	.....	1,179	33,361	106,743
Regal	1,441	2,634	.....	1,595	175,216	131,180
Buick	914	.....	.....	1,079	177,290	93,454
Riviera	.....	.....	.....	.....	37,338	27,759
Cadillac Division	.....	.....	.....	.....	241,167	124,755
Seville	.....	.....	.....	.....	30,574	21,265
Cadillac	.....	.....	.....	.....	162,929	70,266
Eldorado	.....	.....	.....	.....	47,664	33,224
Chevrolet Division	18,520	16,838	21,907	46,275	1,515,663	1,119,589
Chevette	9,090	.....	9,251	20,211	263,773	298,542
Monza	3,050	3,240	3,110	6,927	99,912	109,502
Camaro	.....	.....	.....	322	185,624	79,765
Nova/Citation	5,580	7,918	8,766	16,120	171,911	303,474
Malibu	.....	3,281	.....	797	268,447	167,051
Monte Carlo	.....	1,418	.....	159	160,251	60,609
Chevrolet	.....	.....	.....	.....	334,179	72,494
Corvette	800	981	780	1,739	31,568	28,152
Oldsmobile Division	1,750	2,075	1,201	5,147	592,173	499,547
Starfire	.....	433	.....	.....	13,449	.....
Omega/'79-'80	.....	1,642	1,201	1,906	28,389	76,156
Cutlass	1,170	.....	.....	2,962	347,163	256,454
Oldsmobile	40	.....	.....	279	267,298	141,821
Toronado	.....	.....	.....	.....	35,874	25,116
Pontiac Division	9,172	4,065	6,939	17,588	501,046	366,682
Acadian†	190	.....	188	424	12,186	14,675
Sunbird	3,350	2,065	3,321	7,227	65,113	96,810
Phoenix/'79-'80	2,339	2,000	2,754	5,643	48,243	90,322
Firebird	.....	.....	.....	161	138,829	51,691
LeMans	1,068	.....	193	1,261	61,279	35,872
Grand Prix	2,225	.....	483	2,708	64,118	38,148
Pontiac	.....	.....	.....	164	111,278	39,164
VOLKSWAGEN	4,375	3,157	4,239	9,472	110,934	134,568
CHECKER	85*	89	86	171	3,058	1,741
Total Cars, N. S.	68,004	76,030	61,302	142,744	5,690,853	3,997,253

CANADIAN CAR PRODUCTION

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 19, 1979	Jan. 1, to Aug. 16, 1980
CHRYSLER CORP.	1,600	74	873	2,473	73,646	41,051
FORD MOTOR	3,426	4,208	5,460	10,008	200,173	160,084
GENERAL MOTORS	912	.....	1,920	3,043	365,109	315,132
VOLVO	.....	.....	.....	50	5,252	6,378
Total Cars, Canada	5,938	4,282	8,253	15,574	644,180	522,645
N. American Cars	73,942	80,312	69,555	158,318	6,335,033	4,519,898
N. American Trucks	27,409	25,784	23,205	55,142	2,678,137	1,291,990
North American Cars and Trucks	101,351	106,096	92,760	213,460	9,013,170	5,811,888

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 18, 1979	Jan. 1, to Aug. 16, 1980
CHEVROLET	1,920	4,105	2,103	5,455	703,907	294,054
DODGE/PLYMOUTH	150	1,272	72	227	256,265	84,946
FORD	13,799	4,817	10,305	25,155	791,893	338,315
GMC	1,487	2,047	1,356	3,441	239,014	103,159
INTERNATIONAL	2,115	2,818	2,047	4,564	87,505	36,974
MACK	500	761	.....	500	23,773	15,417
JEEP	190*	2,400*	.....	190*	96,676	51,295*
AM CORP.	428*	457*	428*	901*	15,557	5,623
VOLKSWAGEN	625	.....	598	1,346	.....	19,020
MISCELLANEOUS	650*	700	600	1,364	27,000	25,675
Total Trucks, U. S.	21,864	19,377	17,509	43,143	2,241,590	974,478

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 18, 1979	Jan. 1, to Aug. 16, 1980
CHRYSLER CORP.	1,600	.....	1,490	3,361	40,108	26,641
FORD MOTOR	800	1,134	1,787	2,806	157,668	112,980
GENERAL MOTORS	2,630	3,722	2,052	4,857	186,556	154,531
AMERICAN MOTORS	.....	1,060	.....	.....	36,681	11,644
INTERNATIONAL	475	471	367	935	13,136	10,259
MACK	40	20	.....	40	2,398	1,457
Total Trucks, Canada	5,545	6,407	5,696	11,999	436,547	317,512
N. American Trucks	27,409	25,784	23,205	55,142	2,678,137	1,291,990

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Sales per dealer plummet for domestics in 1st half

By Jenny L. King
Staff Writer

Unit sales per new-car dealer for the first six months of 1980 fell dramatically from year-ago averages, reflecting the loss of some 930 dealerships since Jan. 1 and the staggering 24.25-percent drop in domestic new-car sales during the first half of the calendar year.

Three of the four major U. S. auto makers slipped in the average number of sales per franchised dealer for January through June when compared with their 1979 levels. Only the smallest, American Motors, came out slightly ahead.

The overall average for a new-car outlet was 140 units, down from 177 units a year ago and 196 two years ago. At the corporate level, General Motors dropped to 187 sales per dealer from 224. Ford Motor Co. averaged 123, down from 176 in 1979.

Chysler Corp. dealers sold an average of 78 domestic new cars during the first six months, down from 110. American Motors, with its first-half sales up and its dealer population down by only six, increased its average to 46 sales per outlet, up from 44 in 1979.

As in the first half of 1979, there were no records for any of the 12 U. S. makes this year. Of them, Chevrolet again was the sales-per-dealer leader, for the 21st straight year, with a 159 average. That figure was down from 192 a year ago.

Oldsmobile held on to second place with 127 sales per dealer, down from 152 in 1979. Buick edged out Ford for third place with a 116 average. Ford slipped to fourth with its 107 average, down from 149 a year ago.

Pontiac at 99 was fifth, Cadillac was sixth with 66 sales per dealer, and Mercury's 59 average was seventh best. Dodge remained in eighth place with 52, while AMC took over ninth from Plymouth. The AMC average was 46, Plymouth's was down to 45 from 64. Chrysler scooped eleventh place from Lincoln. The Chrysler average was 26, Lincoln's was 23.

Standard Cadillac and Oldsmobile Cutlass Supreme tied for best-selling nameplates in terms of sales per outlet, each with a 39-unit average. One year ago the Cutlass Supreme was far out in front with its 65 average.

Following the Cadillac-Cutlass Supreme was another tie, Chevrolet Chevette and Chevrolet Citation, with 35 sales per dealer each. Full-size Oldsmobile (combined 98 and 88 models) was next with 34, followed by Oldsmobile Cutlass at 33, Ford Fairmont at 31, Buick Regal at 30 and Buick Skylark at 29.

Continued on Page 46, Col. 3

Chrysler pace-setter

Luxury Imperial for '81

The Imperial is the epitome of luxury, convenience and prestige appeal among the Chrysler Corp. cars entered in the 1981 sales derby. There will be a limited number built and an extended warranty—24 months or 30,000 miles—is a feature of the new car. Story on Page 45.

AMC'S baby Eagle

4WD line expanded for '81

This '81 American Motors Eagle Kammback two-door sedan bears a strong family resemblance to the Spirit, although it is a full-time four-wheel-drive automobile, like the larger Eagle which debuted one year ago. Story, other pictures are on Page 32.

Fiat Strada, Chevrolet Chevette only cars to pass latest 35-MPH check

Imports fare poorly in crash tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The government's latest 35-MPH barrier crash tests of one domestic and 11 foreign 1980 models showed dummies in only two cars as "surviving."

They were the Chevrolet Chevette with passive belts and the Fiat Strada.

All 1980 Japanese cars (Honda Civic, Toyota Corolla Tercel, Datsun 310, Subaru GLF, Honda Prelude, Toyota Corolla, Mazda 626 and Datsun 200 SX) and two German makes (Audi 4000 and VW Rabbit convertible with manual belt) failed.

In addition, NHTSA crashed a 1980 Ford Mustang and Toyota Celica head on, each moving at 35 MPH. The belted dummies in the Mustang passed the survivability test and the belted dummies in the Celica did not.

It was clearly a bad day for the imports, especially the Japanese.

The tests were not compliance tests since the standard calls only for 30 MPH and testing at 35 MPH means crash forces are 37 percent higher.

Testing was done dynamically for the restraint systems—using criteria of the passive restraint standard, which is not yet in effect. (Whether it becomes effective for large cars in 1982 models or for small cars in 1983 models depends on Congress.)

NHTSA head Joan Claybrook said she was "disappointed" in the results and added that she would certainly want to buy something that passed. The tests show, she continued, that there are major differences in cars and some are designed to meet the standard "and not much more." On the other hand, she felt that

Continued on Page 50, Col. 1

breaking news

St. Louis to build '82 Chrysler K-car spin off

ST. LOUIS. — Chrysler Corp. will end production of LeBaron/Diplomat here at the end of the '81 model run to make room for a Chrysler version of the K-car sedan for the '82 model year.

AMC ups ad budget by 15 percent

TROY, Mich.—American Motors kicked up its advertising budget by 15 percent for the fall, according to officials. Based on previous and currently projected increases, AMC's expenditures should be close to $50 million for calendar 1980, up from $44,611,000 posted last year.

Honda plans twin-cam V-6 for '83 Accord

TOKYO.—Honda is said to be developing an 80-degree V-6 displacing about 2 liters for use in the all-new Accord that will be built in the U. S., beginning in late 1982. The new V-6

SEE BREAKING NEWS Page 50, Col. 4

Pontiac plans to abandon big-car market for '82

By Robert W. Irvin
Editor-at-Large

In a dramatic product move, Pontiac Motor Division will get out of the big-car market in 1982.

This represents a major marketing shift because Pontiac has always been known as a "big-car" division at General Motors. It has formed one part of the Buick-Olds-Pontiac (BOP) team with which GM has long dominated the medium-priced market.

However, these market distinctions have become blurred in recent years as all the divisions, including Cadillac, began selling smaller cars.

But, in terms of price, Chevrolet still offers the lowest priced GM car and Cadillac the most expensive.

The strategy involving Pontiac came to light as tooling orders went out for GM's 1982-83 models.

Independent automotive suppliers say there are no tooling orders for the grille of a 1982 full-size Pontiac.

Auto companies usually make at least minor changes to the grilles every year and there are grille orders for the regular-size Chevrolet, Oldsmobile, Buick and Cadillac models in 1982.

Another tipoff came with early plans for the next downsizing of GM's standard-size cars in 1983.

Trade sources say there is no Pontiac version of the new standard GM car due to be introduced in the fall of 1982.

However, Pontiac is not going to drop the Bonneville name now used for its full-size car. Instead, in 1982 the Bonneville will be applied to the intermediate size Pontiac car.

Sources said the 1981 Bonneville will be the last of the full-size Pontiacs.

All this involves the various GM car bodies and which divisions get which bodies.

The standard-size GM car is built from what is called the B-body, used for the Chevrolet Impala - Caprice, Pontiac Catalina-Bonneville, Buick LeSabre and Olds 88. Another version a few inches longer is called GM's C-body and is used for the Buick Electra, Oldsmobile 98 and Cadillac deVille.

These cars — long the bread-and-butter lines of GM — are now frame/body construction with rear-wheel drive. But for the 1983 model year they will be changed to unit body construction with front-wheel drive.

This is the same construction and power train now used for the GM compact X-body cars like the Pontiac Phoenix. It will also be used on the 1982 GM A-body models like the Chevrolet Malibu.

The new 1982 A-body will have the same 105-inch wheelbase as the present X-body. The new 1983 B-body will be only 3 inches longer, with a 108-inch wheelbase. The C-body may no longer be a stretched B-body and may stay on the same 108-inch wheelbase, or the Caddy version may be 110.

Thus, all the major GM pas-

Continued on Page 46, Col. 1

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SALES PER OUTLET

U. S. MAKES

Sales per U. S. new-car franchise.

First 6 mos., 1980	Make	First 6 mos., 1979
1—159	Chevrolet	192— 1
2—127	Oldsmobile	152— 2
3—116	Buick	119— 5
4—107	Ford	149— 3
5— 99	Pontiac	130— 4
6— 66	Cadillac	99— 6
7— 59	Mercury	93— 7
8— 52	Dodge	75— 8
9— 46	American Motors	44—10
10— 45	Plymouth	64— 9
11— 26	Chrysler	36—12
12— 23	Lincoln	42—11

SALES BY NAMEPLATE

PER U. S. OUTLET

U. S. new-car sales by market class.

First 6 mos., 1980	Make	First 6 mos., 1979
	Subcompact	
1—35	Chevette	35— 1
2—25	Horizon	31— 2
3—22	Omni	28— 3
4—21	Sunbird	16— 5
5—17	Spirit	15— 6
6—16	Pinto	20— 4
7—13	Monza	14— 7
8— 6	Bobcat	9— 8
9— 1	Skyhawk	3— 9
9— 1	Starfire	3— 9
	Compact	
1—35	Citation	22— 6
2—31	Fairmont	33— 1
3—29	Skylark	15—11
4—24	Mustang	30— 2
5—21	Concord	26— 5
6—17	Volare	30— 2
7—16	Zephyr	18— 9
8—15	Firebird	29— 4
8—15	Phoenix	12—13
10—13	Omega	6—15
10—13	Aspen	22— 6
12—12	Capri	17—10
13—11	Camaro	21— 8
14— 8	Eagle	†
15— 1	Pacer	3—16
	Intermediate	
1—39	Cutlass Supreme	65— 1
2—33	Cutlass	15— 9
3—30	Regal	44— 2
4—24	Century	9—11
5—23	Malibu	32— 3
6—17	Grand Prix	28— 4
7—14	Monte Carlo	23— 5
7—14	Thunderbird	18— 8
9—13	LeMans	20— 7
10—11	XR-7	21— 6
10—11	LeBaron	15— 9
12— 8	Cordoba	7—13
12— 8	Granada	††
14— 7	Diplomat	8—12
15— 6	Mirada	4—14
16— 5	Monarch	††
*	LTD II	4—14
	Standard	
1—34	Oldsmobile	53— 1
2—25	Chevrolet	40— 2
2—25	Buick	37— 3
4—18	Pontiac	27— 4
5—15	Ford	26— 5
6—10	Mercury	16— 6
7— 6	Chrysler	14— 7
8— 4	St. Regis	6— 8
9— 3	Gran Fury	†
	Luxury	
1—39	Cadillac	63— 1
2—23	Lincoln	22— 2
3—15	Eldorado	22— 2
4—12	Mark VI	16— 4
5—11	Seville	13— 5
6—10	Versailles	4— 8
7— 7	Riviera	10— 6
8— 6	Toronado	9— 7
9— 3	Corvette	3— 9

*—Less than 1 per dealer: Closeout of 1979 line.
†—New in 1980.
††—Granada and Monarch were classified as Compacts a year ago.

U. S. sales per dealer plunge in first half

Continued from Page 1

Last of the best was a three-way tie: Plymouth Horizon, standard Chevrolet (Caprice and Impala) and standard Buick (Electra and LeSabre), each with a 25 average.

The 1979 first-half best selling nameplates in terms of sales per outlet were: Oldsmobile Cutlass Supreme, standard Cadillac, standard Oldsmobile, Buick Regal, standard Chevrolet, standard Buick, Chevrolet Chevette, Ford Fairmont, Chevrolet Malibu and Plymouth Horizon.

Nameplate leaders by market segment were Chevrolet Chevette (subcompact), 35; Chevrolet Citation (compact), 35; Oldsmobile Cutlass Supreme (intermediate), 39; full-size Oldsmobile (standard), 34, and standard Cadillac (luxury), 39.

Market segment leaders a year ago were Chevrolet Chevette in the subcompact class, Ford Fairmont in compact, Oldsmobile Cutlass Supreme in intermediate, full-size Oldsmobile in standard and Cadillac in luxury.

Best-selling nameplates by make were as follows: Chevette and Citation (Chevrolet); Cutlass Supreme (Oldsmobile); Regal (Buick); Fairmont (Ford); Sunbird (Pontiac); Cadillac (Cadillac); Zephyr (Mercury); Omni (Dodge); Concord (AMC); Horizon (Plymouth); LeBaron (Chrysler), and Lincoln (Lincoln).

SALES PER OUTLET BY MAKE

First-half sales per U.S. new-car franchise

	1980	1979	1978	1977	1976	1975	1974	1973	1972
Chevrolet	159	192	199	190	175	139	176	218	174
Oldsmobile	127	152	155	164	143	86	77	131	103
Buick	116	119	125	125	126	77	89	124	94
Ford	107	149	178	172	161	128	169	207	169
Pontiac	99	130	141	137	118	73	78	129	103
Cadillac	66	99	108	103	101	72	62	87	73
Mercury	59	93	106	89	74	51	60	77	64
Dodge	52	75	86	85	90	57	86	104	82
AMC	46	44	59	61	76	90	106	107	70
Plymouth	45	64	77	82	97	64	101	121	92
Chrysler	26	36	45	46	44	31	16	28	23
Lincoln	23	42	54	56	38	25	24	38	26

1973-1980 figures are based on retail sales. Earlier figures are based on R. L. Polk registrations.